



# Keep Norfolk Beautiful's Special Event Recycling Program (S.E.R.P.)



The City of Norfolk encourages the protection our environment by supporting waste reduction and recycling at special events. Keep Norfolk Beautiful (KNB) and the Department of Public Works offers the Special Event Recycling Program (S.E.R.P.) to loan recycling collection equipment and provide guidance to organizations who wish to run a voluntary program in Norfolk.

## What does the SERP provide?

- Guidance
- Training
- Heavy duty clear plastic bags
- Recycling reminder signs
- Volunteer aprons (*Must be returned to KNB*)
- Disposable latex gloves
- Recycling receptacles (*See image below*)

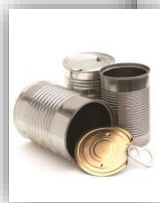
## How do I receive S.E.R.P. assistance?

- Complete and submit this form at least **10 business days** prior to your event date.
- Assign at least one adult “*Event Recycling Coordinator*” (ERC) to attend a brief training on:
  - Proper set up
  - Monitoring
  - Recycling receptacle placement and signage
  - Recovery of recycling materials
  - Education of event guests



## What can I recycle in the KNB Clear Stream containers?

- Aluminum, steel and tin cans
- Plastic Drinking Bottles
- Glass Bottles
- Cardboard and large quantities of paper should be handled separately



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**PLEASE READ** and consider the following  
when planning this and future events:



- Equipment provided as part of KNB's S.E.R.P. is designed to recycle large quantities of plastic / aluminum beverage containers and paper, and a limited quantity of glass.
- Large amounts of cardboard should be collected separately and placed in a recycling cart or at a drop-off location.
- Set a standard for your event, in advance, to maximize your recycling and waste reduction efforts.
- Plan to offer only beverages in recyclable bottles and cans and ensure that any vendors for your event do the same.
- For larger events (**≥500 attendees**) – You may need to rent a dumpster and/or other containers. To rent a recycling dumpster, contact Tidewater Fibre Corporation (TFC), after your S.E.R.P. application has been approved. (*Training is required and provided by KNB.*) – You may pick up the approved equipment and supplies during your training.
- For events expected to generate a high volume of glass, you will need to hire a private recycling company, or obtain your own hard-walled recycling containers. The use of your residential 96-gallon recycling cart is acceptable (*TFC contact info below*)

## **Keep Norfolk Beautiful (KNB)**

3500-A Granby Street  
Norfolk, VA 23504  
Phone: 757-441-1347  
[www.norfolkbeautiful.org](http://www.norfolkbeautiful.org)

## **Tidewater Fibre Corporation (TFC)**

1958 Diamond Hill Road  
Chesapeake, VA 23324  
Phone: 757-543-5766  
[www.tfcrecycling.com](http://www.tfcrecycling.com)

# KNB's S.E.R.P. Application

(Please print legibly)

## Event Organizer's Information

Event Organizer's Name: \_\_\_\_\_

Organizer's Address: \_\_\_\_\_ City/State: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsoring Organization's Name (if applicable): \_\_\_\_\_

## Event Information

Name of event: \_\_\_\_\_

Event date: \_\_\_\_\_ (Exact date unknown? Provide anticipated date.)

Event location:

- Name of venue \_\_\_\_\_
- Physical Address of venue \_\_\_\_\_

Anticipated number of attendees: (Check one)

☐ 50 – 150

☐ 151 – 250

☐ 251 – 500

☐ 501 – 1,999

☐ ≥2,000

Duration of the event: (Check one)

☐ 2 – 4 hours

☐ 4 – 6 hours

☐ 6 – 8 hours

☐ 8 – 12 hours

What type of recyclable items will your event generate? (Check all that apply)

☐ Aluminum, Steel or Tin Cans

☐ Plastic Bottles

☐ Glass Bottles

☐ Cardboard

☐ Paper (No paper plates, napkins, cups, or other soiled items)

Number of recycling bins requested:

☐ 1 – 3

☐ 3 – 5

☐ ≥5 (Please specify quantity: \_\_\_\_\_)

Number of trash cans that will be on site: \_\_\_\_\_\*

\* KNB recommends having one trash can per recycling container

## Collecting and Disposing Recyclables

Person(s) Responsible: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Volunteers:

KNB suggests having at least 2 volunteers, age  $\geq 14$ , for each 100 attendees. These volunteers should serve to:

- Educate guests on acceptable recyclable items (*List of items provided during training*)
- Direct guests on recycling container locations
- Monitor and empty containers
- Ensure proper cleaning of the equipment
- Assist with proper disposal of recycling

I, \_\_\_\_\_ am able meet the SERP requirements listed above, including transporting materials to a recycling location.

\_\_\_\_\_  
Event Leader or Recycling Coordinator Signature

\_\_\_\_\_  
Date

*Once your application has been approved, you will be contacted by KNB to schedule your S.E.R.P. training.*

**Directions to Ernie Morgan Center**  
**3500-A Granby Street, 23504 | Phone: 757-441-1347**

Take I-64 to Granby St (460) South. Follow Granby St to the Virginia Zoo (about 2 miles). Turn left into the Virginia Zoo. Make a left at the first parking lot (at the playground). The Center is a small, brown-shingled building at the very end of the parking lot.

### COMMENTS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Keep Norfolk Beautiful's Special Event Recycling Program (S.E.R.P.) Report Form

## To be completed upon checkout:

Number of ClearStream Containers Checked Out: \_\_\_\_\_

Condition of Equipment at Time of Checkout:

☐ Poor

☐ Fair

☐ Good

☐ Excellent

COMMENTS:

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## To be completed upon return of equipment:

Actual Number of Attendees: \_\_\_\_\_

Actual Number of Volunteers: \_\_\_\_\_

Average Number of Hours Each SERP Volunteer Served: \_\_\_\_\_

Materials Collected: *(Check all that apply)*

- ☐ Aluminum Cans
- ☐ Cardboard
- ☐ Glass Bottles
- ☐ Paper
- ☐ Plastic Bottles

Number of FULL BAGS of  
Recycling Collected: \_\_\_\_\_

Approximate TOTAL Weight of  
Recycling Collected: \_\_\_\_\_

Approximate Weights for Recyclable Items	
Item	Estimated Weight
1 full bag of plastic bottles	2lbs
1 full bag of aluminum cans	4lbs
¼ full bag of glass bottles	8lbs
1 full bag of mixed recycling <i>(Aluminum and plastic bottles only)</i>	3lbs
1 half-full bag of mixed recycling <i>(Including glass)</i>	12lbs

How did your group dispose of the recycling materials? *(Check all that apply)*

- ☐ Personal at-home recycling cart(s)
- ☐ Recycling Drop-off location
  - ☐ 17<sup>th</sup> & Colonial Avenue *(Behind Maury High School)*
  - ☐ Security Lane
- ☐ Materials will be collected by a private recycling contractor *(It is the responsibility of organizer and/or sponsor to contact vendor. Large-scale events held on public property must utilize the City's current recycling contractor.)*
- ☐ OTHER: \_\_\_\_\_

# Keep Norfolk Beautiful's Special Event Recycling Program (S.E.R.P.)

## Equipment Use and Return:

All borrowed equipment and materials should be cleaned before returning, including the volunteer smocks, so that these supplies can be leant, in good condition, to another group like yours! Each ClearStream Recycler is valued at 50.00, therefore a **\$50.00 reimbursement is required for any wire frames and/or tops not returned.**

Type of Equipment	Number Requested	Number Received	Condition When Borrowed	Condition When Returned
Wire frames				
Blue Tops				
Plastic Bags				
Recycling Smocks				
Reminder signs				

## S.E.R.P. Survey

*(Circle your answers)*

1 = Extremely Difficult    2 = Difficult    3 = Neutral    4 = Easy    5 = Extremely easy

Ease of filling out SERP request form	1	2	3	4	5
Ease of schedule and receiving training	1	2	3	4	5
Ease of borrowing and returning equipment	1	2	3	4	5
Ease of setting up frames and tops	1	2	3	4	5
Ease of removing and replacing bags	1	2	3	4	5
Ease of recruiting, training and supervising volunteers	1	2	3	4	5
Ease of monitoring and preventing contamination	1	2	3	4	5
Ease of properly disposing of full bags	1	2	3	4	5

## COMMENTS

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